ABSTRACT OF THE DISCLOSURE

To secure a communication path between a distribution server that distributes content to clients and a terminal apparatus of a content distributor more reliably while content is distributed by live distribution. In a content supply system 100, in order to use a streaming server 102 to perform a live distribution, a user PC 106 to be used makes a reservation for a time zone, etc. to a server reservation control center 101 over the Internet 103. When the reservation is accepted and the content is sent from the user PC 106 to the streaming server 102, data is sent via a dedicated server connection network 108.